CUSTOMER NO.: 24498

Serial No.: 09/868,254

Office Action dated: April 27, 200

Response dated: July 25, 2005

PATENT RCA89185 2611 En

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Hugh B. Morrison, et al.

Serial Number:

09/868,254

Atty. Dkt:

RCA89185

Filing Date:

June 15, 2001

For:

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND

ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

Art Unit:

2611

Examiner:

CHRISTOPHER R. NALEVANKO

AMENDMENT AND RESPONSE

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated April 27, 2005, for which a response is due July 27, 2005, please amend the above-identified application and enter the remarks as follows:

Listing and Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.